

ABSTRACT OF THE DISCLOSURE

An emergency message notification and override system and method for use in a multimedia-capable network for effectuating a subscriber-selectable notification scheme with respect to an incoming emergency message directed to a subscriber from an authorized entity. Upon receiving the incoming emergency message at a network node serving the subscriber, a multimedia session engine is invoked to launch a call treatment application for the subscriber. Based on at least a portion of the parametric information relating to the incoming emergency message, an emergency notification profile associated with the subscriber is queried to determine a particular emergency alert scheme to be provided. A multimedia-capable interface operable with the subscriber terminal is actuated thereafter without interrupting the current session in order to effectuate the selected emergency alert scheme with respect to the incoming emergency message.